

# André Duarte

## Senior Product Designer



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Based in  
Azores, Portugal

Availability  
Remote, EU hours

Profile

I make enterprise complexity disappear. Seven years in product design, enterprise B2B SaaS throughout, where the domain is dense and a confusing screen has a real cost.

I work end to end, from research and information architecture to interaction design and the design system underneath. I am at my best when a workflow nobody can explain in one sentence becomes obvious the first time someone uses it.

Selected outcomes

Clients under NDA

|       |                                                                 |                                  |
|-------|-----------------------------------------------------------------|----------------------------------|
| 95%   | of a research task now done without leaving the platform        | Global pharmaceutical R&D        |
| 100%  | of the client's hospitals run one of the three versions         | Global medical devices           |
| 85%   | of the legacy interface replaced, across office, yard and field | North American industrial rental |
| +2    | further apps the client commissioned on the same system         | Multinational insurer            |
| 14/14 | services adopted the status and disclosure patterns             | Global workplace technology      |

Experience

**Senior Product Designer** (Expert UX/UI Designer), scope equivalent to Lead      Sep 2022 – Jul 2026  
valantic LCS (formerly Do IT Lean), Customer Experience practice

Multi-year platform work for global clients in pharmaceutical R&D, medical devices, manufacturing, fintech, insurance, logistics and industrial rental.

- Designed the AI research assistant inside a pharmaceutical R&D platform: a scientist asks a question in plain language and gets an answer back with the reports and papers it came from, so every claim can be traced to its source.
- Replaced a paper process for a medical devices client, where one wrong item in theatre was discarded for losing sterilisation. Mobile app with pick lists, QR and AR scanning and orders placed up to 48 hours ahead, shipped in three versions matched to each hospital's digital maturity.
- Built and maintained the design system behind these products, adopted by 5 designers and external contractors. One component library reused across engagements, so quality and delivery speed no longer depended on who was staffed that quarter.
- Took every engagement from discovery to a stakeholder-approved direction within its first 2 weeks, where approval cycles usually took months.
- Owned design from a vague brief to a shipped release: discovery interviews, journey maps, information architecture, interaction design and prototypes, then sprint by sprint with distributed agile engineering teams until it was live.
- Worked directly with the Head of Design, running monthly 1:1s, biweekly workshops and regular work reviews for the design team. Mentored a junior designer from a confidence gap to one of the strongest people on the team.
- Made usability testing and stakeholder interviews a normal part of the process, so design decisions were settled with evidence rather than opinion.
- AI researcher for the Digital Experience team: tested tools like Gemini, Figma Make and Claude, and brought the ones that held up into how the team worked.

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|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Earlier experience | <b>Graphic Designer</b><br>Associação Académica da Universidade dos Açores<br>Identity, campaigns and event material for a student body of several thousand, unified under one visual system across print, signage and social.                                                                       | Oct 2021 – May 2022 |
|                    | <b>Product Designer (web)</b><br>Globaleda S.A.<br>Client platforms from concept to launch, B2B SaaS for business users and consumer products side by side. Owned user flows, information architecture and interface design, embedded in Scrum teams shipping sprint by sprint alongside developers. | Sep 2018 – Jun 2021 |

|                             |                                                                                                                                                                 |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lab<br>Self-initiated, 2026 | <b>root</b> , journaling app for iOS and Android<br>A guided journal for people who have never kept one, built around coming back rather than keeping a streak. |
|                             | <b>Vovini</b> , web app for feedback in 1:1s<br>For the person on the receiving end of 1:1s. It notices when the same note comes back.                          |
|                             | Both designed end to end on my own, from research to a working prototype, built with Claude as a collaborator.                                                  |
|                             |                                                                                                                                                                 |

|              |                                                                        |                                                                        |
|--------------|------------------------------------------------------------------------|------------------------------------------------------------------------|
| Capabilities | <b>Research and discovery</b><br>Interviews, observation, synthesis    | <b>Complex workflow design</b><br>Rental operations, clinical journeys |
|              | <b>Information architecture</b><br>Research platforms, insurance tools | <b>Design systems</b><br>Component libraries teams build from          |
|              | <b>Accessibility</b><br>WCAG 2.1 AA                                    | <b>AI and data-dense interfaces</b><br>Answers tied to their evidence  |
|              | <b>Prototyping in code</b><br>Framer, React, Claude Code               | <b>Stakeholder alignment</b><br>Direction agreed before it is built    |

|       |          |                                       |
|-------|----------|---------------------------------------|
| Tools | Design   | Figma, FigJam, Framer, Miro, Adobe CC |
|       | Research | Notion, Maze, Claude                  |
|       | Code     | HTML, CSS, React, Tailwind CSS        |
|       | AI       | Claude, Claude Code, Codex            |

|            |               |                                                                                                                                 |
|------------|---------------|---------------------------------------------------------------------------------------------------------------------------------|
| Background | Industries    | Pharmaceutical research, medical devices, specialist healthcare, insurance and fintech, industrial rental, workplace technology |
|            | Education     | Licenciatura, Design and Multimedia, Universidade de Coimbra, 2014 – 2018                                                       |
|            | Certification | Google UX Design Certificate, Google, 2022                                                                                      |
|            | Languages     | Portuguese native, English professional                                                                                         |